

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

SHORR JOHNSON MAGNUS
1831 CHEST NUT STREET
PHILADELPHIA, PA 19103

<u>Contract / Revision</u> 343274 /		<u>Alt Order #</u>
<u>Product</u> General		
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Estimate #</u>	
<u>Advertiser</u> BOB CASEY FOR SENATE		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 06431		<u>Advertiser Ref</u> 28711

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/23/12	10/29/12	6A-7A M-F	6A-7A M-F		:30			NM	10	\$6,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				8	\$600.00			
Week:		10/29/12	11/04/12	M-----				2	\$600.00			
N 2	WCAU	10/23/12	10/29/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	8	\$12,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				5	\$1,500.00			
Week:		10/29/12	11/04/12	M-----				3	\$1,500.00			
N 3	WCAU	10/23/12	10/29/12	630-7p Nightly News	630-7p		:30			NM	5	\$6,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				4	\$1,200.00			
Week:		10/29/12	11/04/12	M-----				1	\$1,200.00			
N 4	WCAU	10/23/12	10/29/12	7P-730P M-F	7P-730P M-F		:30			NM	3	\$3,450.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				2	\$1,150.00			
Week:		10/29/12	11/04/12	M-----				1	\$1,150.00			
N 5	WCAU	10/23/12	10/29/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	5	\$12,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- TWTF--				4	\$2,400.00			
Week:		10/29/12	11/04/12	M-----				1	\$2,400.00			
N 6	WCAU	10/23/12	10/26/12	TONIGHT SHOW W/JAY LE	1135P-107A		:30			NM	8	\$6,000.00
		CDR										

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Product</u> General
<u>Advertiser</u> BOB CASEY FOR SENAT		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/22/12 / 10/22/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 8 <u>Rate</u> \$750.00												
N 7	WCAU	10/29/12	10/29/12	TONIGHT SHOW W/JAY LENO	1135P-107A		:30			NM	1	\$550.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$550.00												
N 8	WCAU	10/23/12	10/26/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	3	\$2,250.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 3 <u>Rate</u> \$750.00												
N 9	WCAU	10/29/12	10/29/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	1	\$500.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$500.00												
N 10	WCAU	10/23/12	10/26/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	4	\$2,600.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$650.00												
N 11	WCAU	10/29/12	10/29/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	2	\$800.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 2 <u>Rate</u> \$400.00												
N 12	WCAU	10/23/12	10/26/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	4	\$3,400.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$850.00												
N 13	WCAU	10/29/12	10/29/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	2	\$1,000.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 2 <u>Rate</u> \$500.00												
N 14	WCAU	10/23/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	4	\$4,600.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$1,150.00												
N 15	WCAU	10/29/12	10/29/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	1	\$800.00
LUR												
Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$800.00												
N 16	WCAU	10/27/12	10/27/12	7A-9A SATURDAY	7A-9A SA		:30			NM	1	\$550.00
LUR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$550.00												
N 17	WCAU	10/27/12	10/27/12	7-8P SAT ACCES/FOODIES	7-8P		:30			NM	1	\$475.00
CDR												

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FOR NBCE CONTRACTS:

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<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Product</u> General
<u>Advertiser</u> BOB CASEY FOR SENAT		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/22/12 / 10/22/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$475.00												
N 18	WCAU	10/27/12	10/27/12	6P-630P NEWS SAT	6P-630P		:30			NM	1	\$850.00
CDR Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$850.00												
N 19	WCAU	10/28/12	10/28/12	1030-1130A SU MEET PRES	1030A-1130A SU		:30			NM	1	\$2,000.00
LUR Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$2,000.00												
N 20	WCAU	10/28/12	10/28/12	1135P-1205A SU FINAL	1135P-1205A SUN		:30			NM	1	\$1,100.00
CDR Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$1,100.00												
N 21	WCAU	10/23/12	10/23/12	8-9P TU THE VOICE-RESUL	8P-9P		:30			NM	1	\$3,000.00
LUR Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -T----- <u>Spots/Week</u> 1 <u>Rate</u> \$3,000.00												
N 22	WCAU	10/23/12	10/23/12	10-11P TUE PARENTHOOD	10P-11P		:30			NM	1	\$3,000.00
LUR Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> -T----- <u>Spots/Week</u> 1 <u>Rate</u> \$3,000.00												
N 23	WCAU	10/29/12	10/29/12	8-10P MO THE VOICE	8P-10P		:30			NM	1	\$6,000.00
LUR Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$6,000.00												
N 24	WCAU	10/29/12	10/29/12	10-11P REVOLUTION	10P-11P		:30			NM	1	\$4,800.00
CDR Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$4,800.00												
N 25	WCAU	10/29/12	10/29/12	VARIOUS/ OVERNIGHT	2a-5a M-SU		:30			NM	1	\$25.00
CDR Week: <u>Start Date</u> 10/29/12 <u>End Date</u> 11/04/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$25.00												
Totals											71	\$83,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	53	\$58,825.00	\$50,001.25
10/29/12 - 10/29/12	18	\$24,925.00	\$21,186.25
Totals	71	\$83,750.00	\$71,187.50

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<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> General	<u>Estimate #</u>
<u>Advertiser</u> BOB CASEY FOR SENAT		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

Signature: _____ **Date:** _____

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